

Digital Audience Builder

Build custom Business-to-Business (B2B) audiences and activate them across your marketing channels to achieve better results and greater reach against your target audience.

B2B Audience Creation

Digital Audience Builder enables you to build custom B2B audiences and syndicate them directly to relevant marketing activation channels. You can choose to build your audience using Bombora's comprehensive database of demographic attributes and consumption of B2B topics, or simply upload a list of target accounts to be matched with our digital audience pool. Custom audiences can be leveraged for ad targeting, ABM initiatives, analytics, and other marketing programs.

B2B Audience Syndication

Digital Audience Builder has built-in integrations with the leading data exchanges, data management platforms (DMP), and Programmatic platforms. From the user interface, your custom B2B audiences are syndicated directly to your preferred activation channels so you can quickly take advantage of better results and more targeted campaigns.

Elevate your Marketing Programs and Experience Business Benefits such as:

- **Greater reach** against your target B2B businesses across activation channels.
- **Better customer engagement** with your marketing programs.
- **A holistic marketing strategy** that is targeted and consistent across different parts of the customer experience.
- **Built-in integrations** that align with your existing marketing technology partners.

Build your custom B2B audience from a comprehensive section of attributes including:



Demographic

Functional Area, Professional Group, Seniority



Firmographic

Industry, Company Revenue, Company Size



Technographic

Technology Install Data



B2B Interests

Consumption of B2B Topics



B2C Interests

Sport, Hobbies, Lifestyle

For further information, please visit bombora.com/contact or email sales@bombora.com.

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